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## Students Pitch Their Best Ideas in Innovation Competition

Winthrop University

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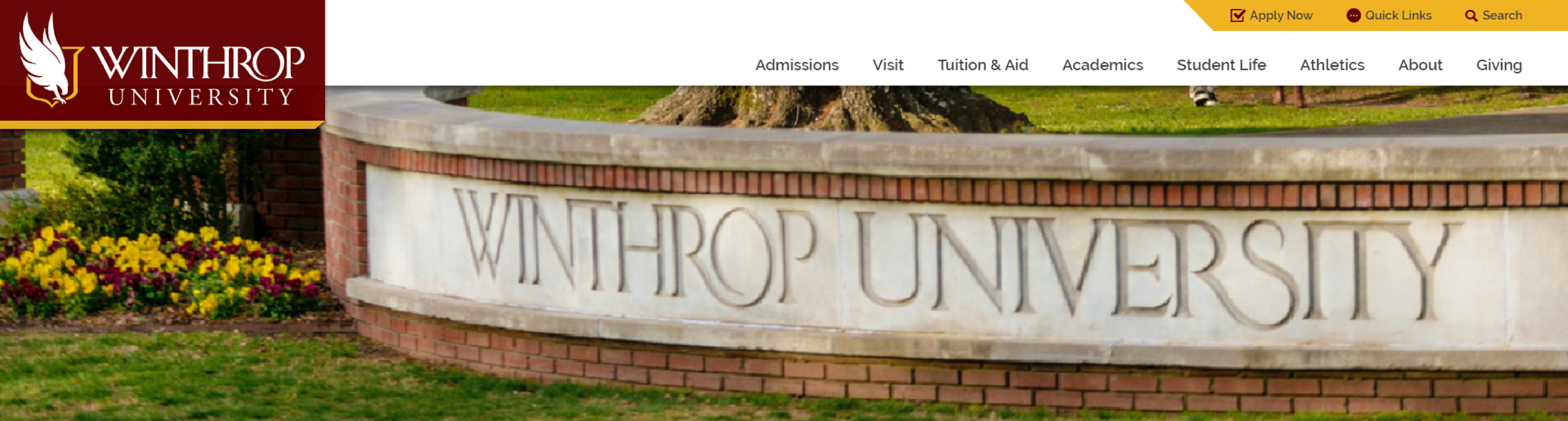
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Students Pitch Their Best Ideas in Innovation Competition

March 07, 2018

Quick Facts

- The competition is a partnership between Winthrop and the Technology Incubator at Knowledge Park.
- A total of seven teams developed an "innovation" company and created a business model canvas for it.



ROCK HILL, SOUTH CAROLINA Would you use a social media platform that connects alumni to current students, a connection that would hopefully result in mentorships, job opportunities, student retention and more donor gifts?

Winthrop University students **Tadean Page** and **Ta'Niss Robinson** think you would.

That's the concept behind **"The Plug,"** an idea that won them first place and \$1,500 at the **4th Annual Student Innovation Competition** this past weekend. The competition is a partnership between Winthrop and the **Technology Incubator at Knowledge Park**.

A total of seven teams developed an "innovation" company and created a business model canvas for it. The Technology Incubator offered teams coaching as they honed their pitches throughout late February. Teams had five minutes to pitch their ideas to the judges on March 2. Judging criteria included innovation and the uniqueness of the idea; how business-ready the idea was; the use of technology; and response to feedback from potential customers.

The winners were:

**1st place:** "The Plug," by Page (individualized studies, Dillon, South Carolina) and Robinson (psychology, Sumter).

**2nd place:** "Timeless Frames," by Ke'Asia Lance (health care management, Rock Hill) and Nick Oxendine (integrated marketing communication, Rock Hill)

**3rd place:** "Good2Give" by Imani Belton (integrated marketing communication, Simpsonville), Cameryn Mitchell (business administration, Charlotte, North Carolina) and Justin Rose (business administration, Elgin)

The **Audience Choice Award** went to "DNA" by Deminique Quinones (modern languages, Summerville) and Niyesha McDaniel (mass communication, Ladson)

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